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By completing the enclosed survey you will receive a sleek, black Scripto® lighter, compliments of BENSON & HEDGES.

You may also become eligible for some exclusive offers and real savings on BENSON & HEDGES.

Please send the completed survey to: BENSON & HEDGES, Post Office Box 66333, London, KY 40742-6333.

Allow 10–12 weeks for delivery. Limit one survey and lighter per person. Offer expires and survey must be received by March 31, 1997.

Please complete this survey to be eligible for your gift. Limited to smokers 21 years of age or older.

☐ Mr. ☐ Mrs. ☐ Ms. _____

Address _____ Apt. _____

City _____ State _____ ZIP _____

Phone ( ) _____

1. What is your regular brand of cigarettes–that is, the brand you smoke most often?

(brand) _____

2. Is your regular brand...? (Check one)

☐ Menthol ☐ Non-Menthol

3. Which of the following best describes you? (Check one)

☐ White ☐ African-American ☐ Asian
☐ Hispanic ☐ American Indian ☐ Other

Offer good in U.S.A. only. Void where prohibited by law. Offer void to employees of Philip Morris and its advertising agencies. Not responsible for lost, late, misdirected, mutilated or postage-due mail. No group or organization orders will be honored.

By responding to the survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature (Required) _____ POB6333

Date of Birth (Required) ___/___/___ (Month / Day / Year)

Today's Date ___/___/___ (Month / Day / Year)

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